



# Cheese in Lithuania

August 2024

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## Cheese in Lithuania - Category analysis

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Positive performance for cheese in 2024  
Hard cheese gains popularity while local curd cheese comes under pressure  
Maxima's Well Done fuels growth in private label segment

#### PROSPECTS AND OPPORTUNITIES

Positive outlook for cheese, thanks to its status as a nutritious culinary staple  
Hard cheese will see higher levels of sophistication  
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